

Figure 1

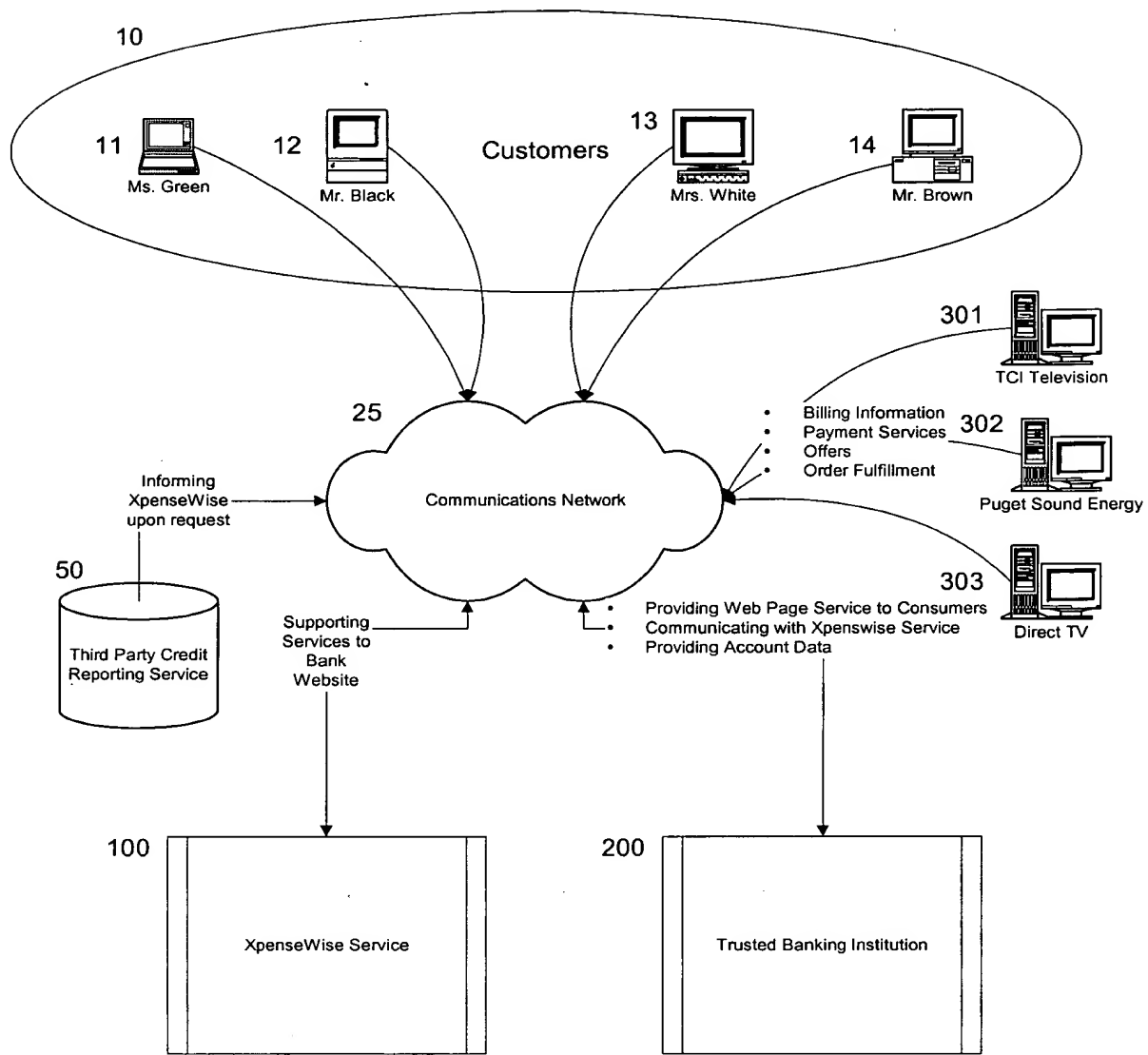


Figure 2

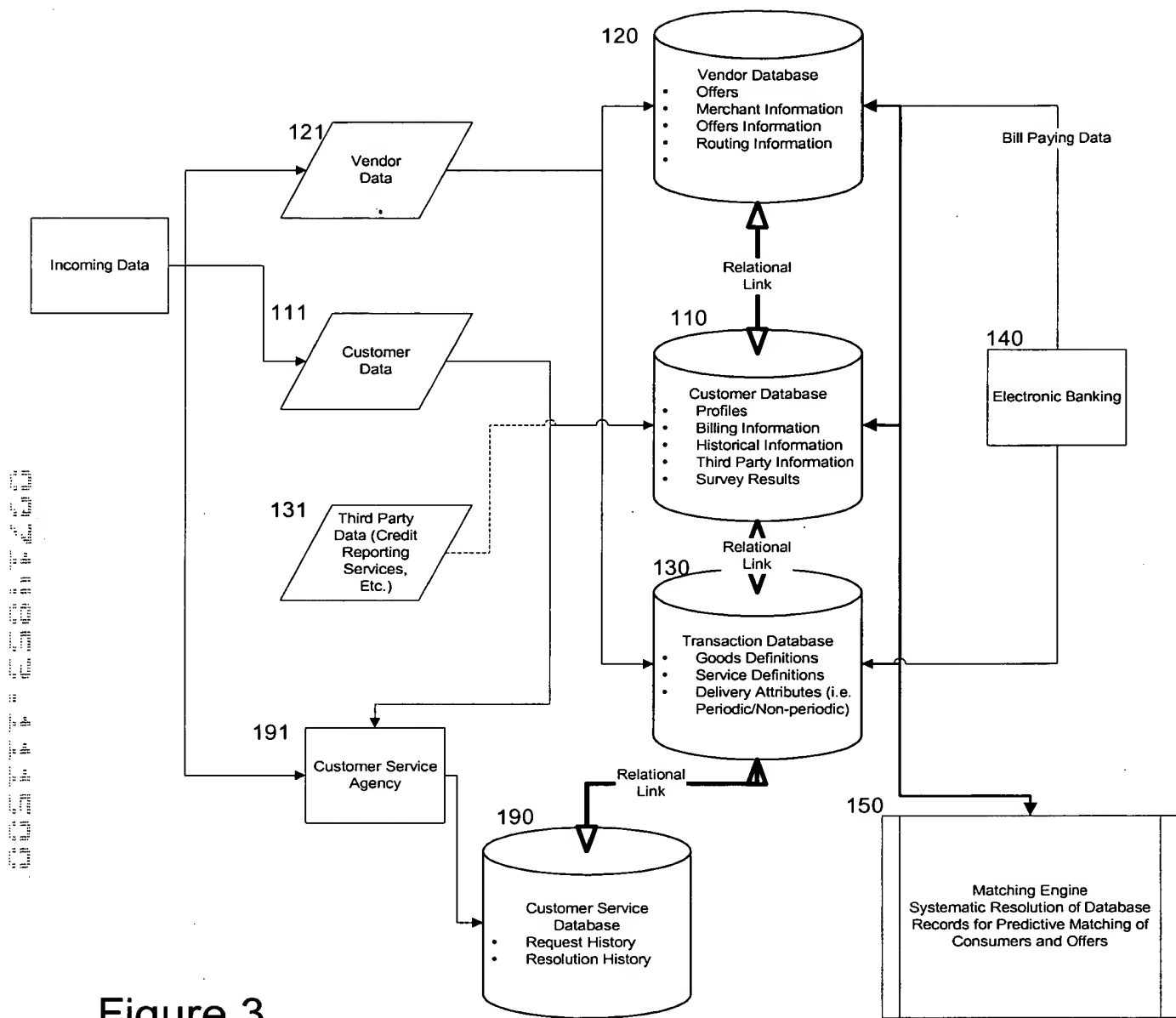
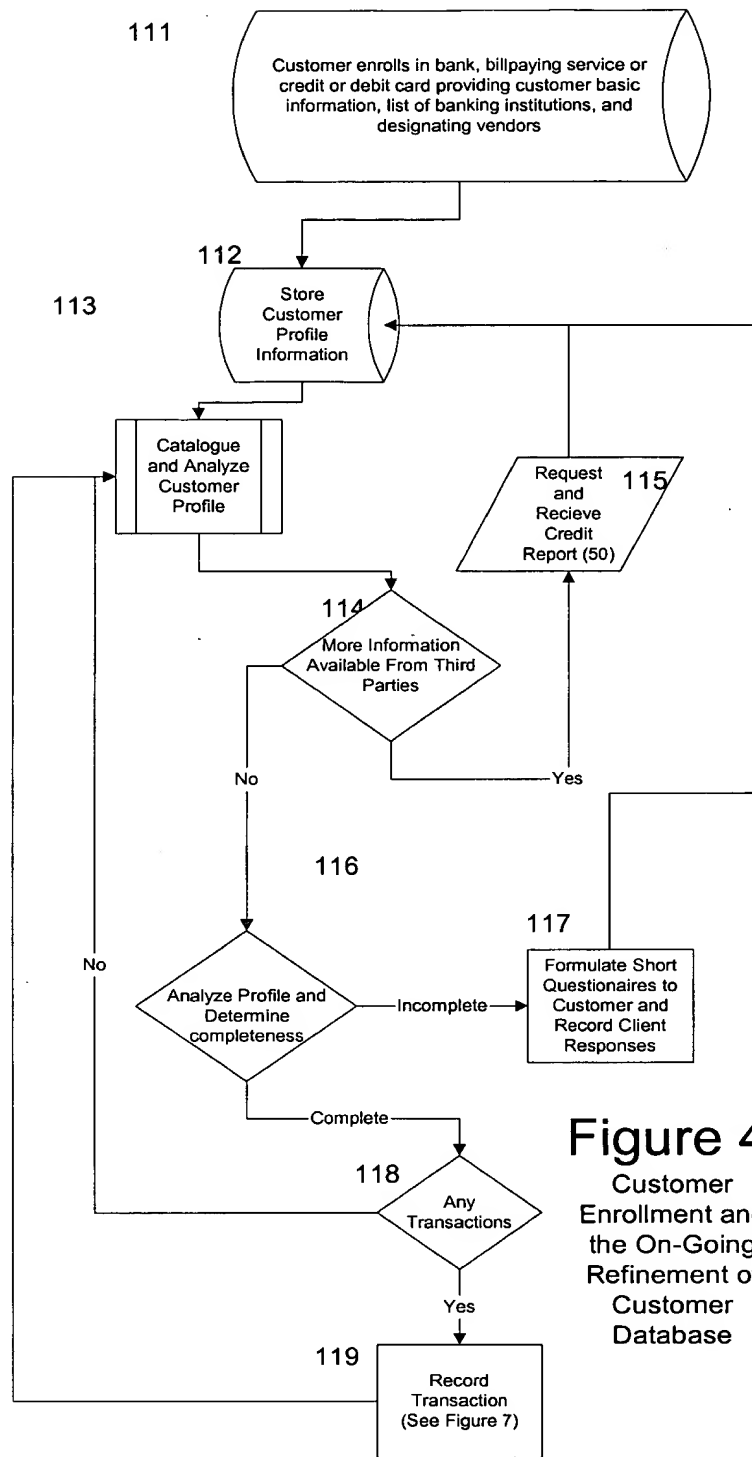


Figure 3



**Figure 4**  
Customer Enrollment and the On-Going Refinement of Customer Database

350

Payment on Checking Account		Period – May 01, 2000 to May 31, 2000		
Date	Payee	Account	Amount	
01 May '00	TCI Television	2928347	\$37.50	351
01 May '00	Puget Sound Energy	987423948	\$97.19	352
01-May-'00	DirecTV	834723	\$51.50	353
15 May '00	Discover Card	38472734	\$250.00	354
15 May '00	State Farm	928374	\$191.00	355
15 May '00	AT&T Long Distance	206-555-1234	\$71.08	356
15 May '00	US West	206-555-1234	\$39.21	357

360

Payment on Checking Account		Period – June 01, 2000 to June 30, 2000		
Date	Payee	Account	Amount	
01 June '00	TCI Television	2928347	\$37.50	361
01 June '00	Puget Sound Energy	987423948	\$65.00	362
01-June-'00	DirecTV	834723	\$51.50	363
15 June '00	Discover Card	38472734	\$250.00	364
15 June '00	State Farm	928374	\$191.00	365
15 June '00	AT&T Long Distance	206-555-1234	\$102.57	366
15 June '00	US West	206-555-1234	\$42.00	367

Figure 5

356.00

Long Distance Calls 808-555-1111			Period – May 01, 2000 to May 31, 2000		
Date	Time of Call	Number Called	Duration	Rate	Cost
01 May '00	02:05 AM	213-555-1111	:03	0.08	\$0.24
01 May '00	02:10 AM	509-555-1111	:11	0.08	\$0.88
03 May '00	08:30 AM	206-555-1111	:25	0.03	\$0.75
03 May '00	02:01 AM	509-555-1111	:05	0.08	\$0.40
04 May '00	06:08 AM	509-555-1111	:59	0.08	\$4.72
07 May '00	07:55 PM	212-555-1111	:27	0.08	\$2.16
07 May '00	08:00 PM	212-555-1111	:05	0.06	\$0.30
15 May '00	08:15 PM	509-555-1111	:12	0.06	\$0.72
17 May '00	08:31 PM	509-555-1111	:27	0.06	\$1.62
21 May '00	08:00 AM	360-555-1111	:12	0.08	\$0.96
21 June '00	08:29 AM	213-555-1111	:15	0.08	\$1.20
Total					\$13.95

International Long Distance Calls 808-555-1111			Period – May 01, 2000 to May 31, 2000			
Date	Time of Call	Country	Number Called	Duration	Rate	Cost
05 May '00	09:05 PM	UK		:25	0.45	\$11.25
19 May '00	09:07 PM	UK		:27	0.45	\$12.15
22 May '00	09:09 PM	France		:02	0.55	\$1.10
Total				:54		\$20.27

Non-Service Charges		Period – June 01, 2000 to June 30, 2000	
Nature of Charge		Amount	
City Taxes		\$5.12	356.60
911		\$1.50	356.70
State Taxes		12.12	
Federal Taxes		\$7.57	
Total Non-Service		\$26.31	356.80
206-555-1234		\$60.53	

Figure 6

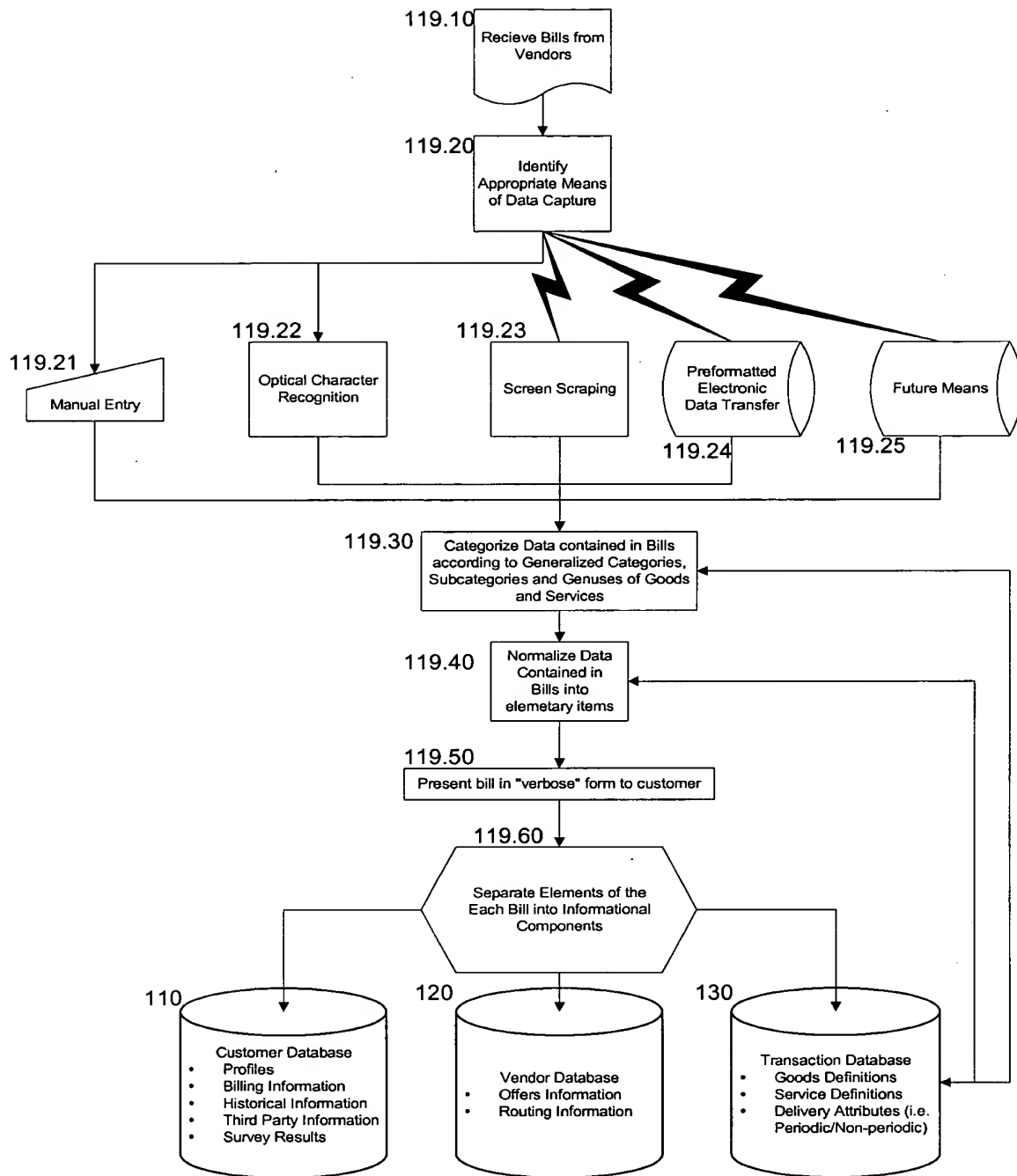


Figure 7

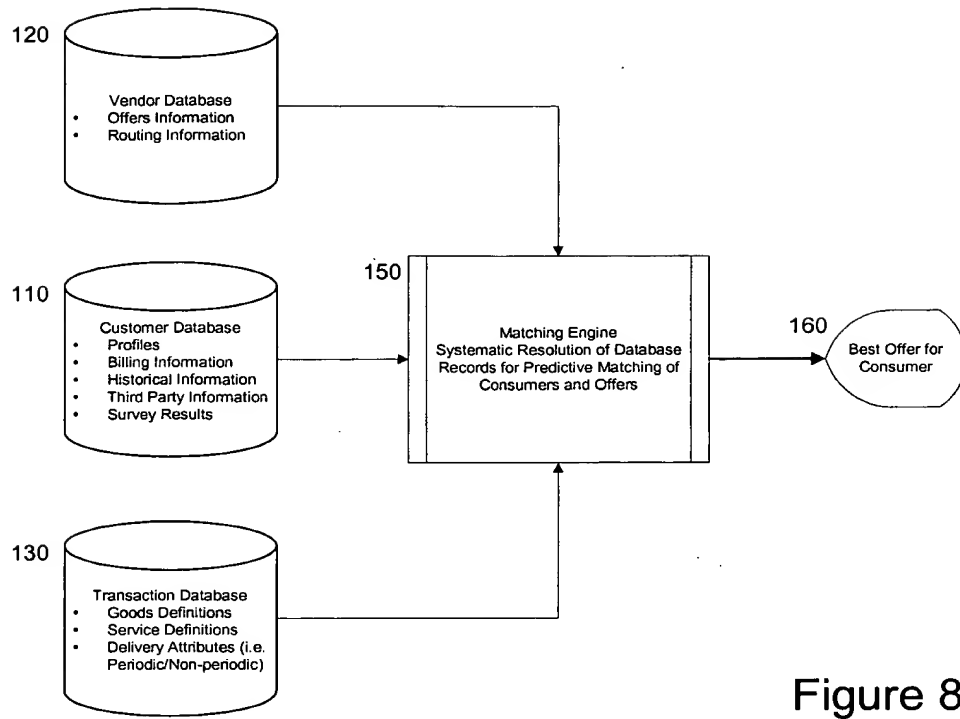
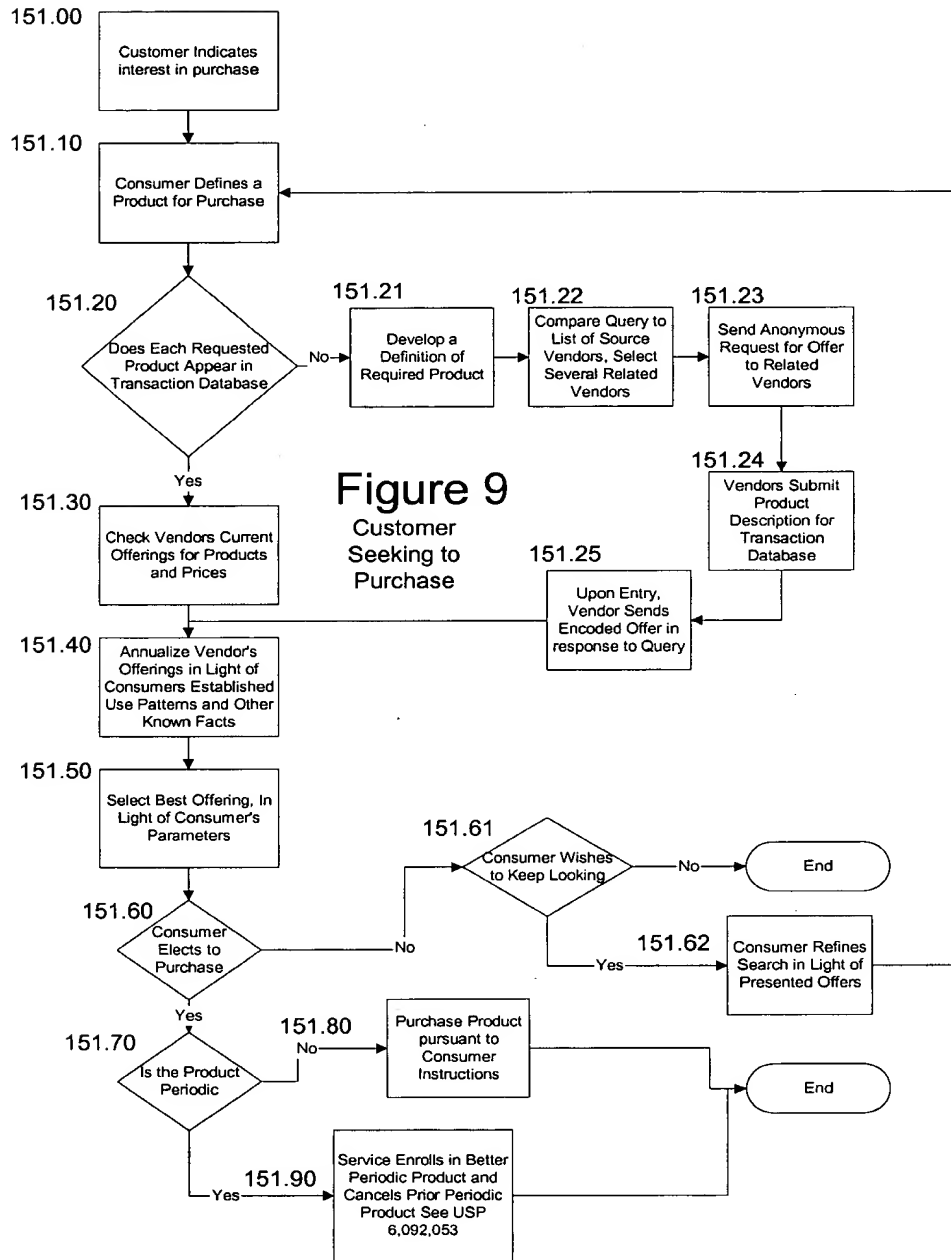
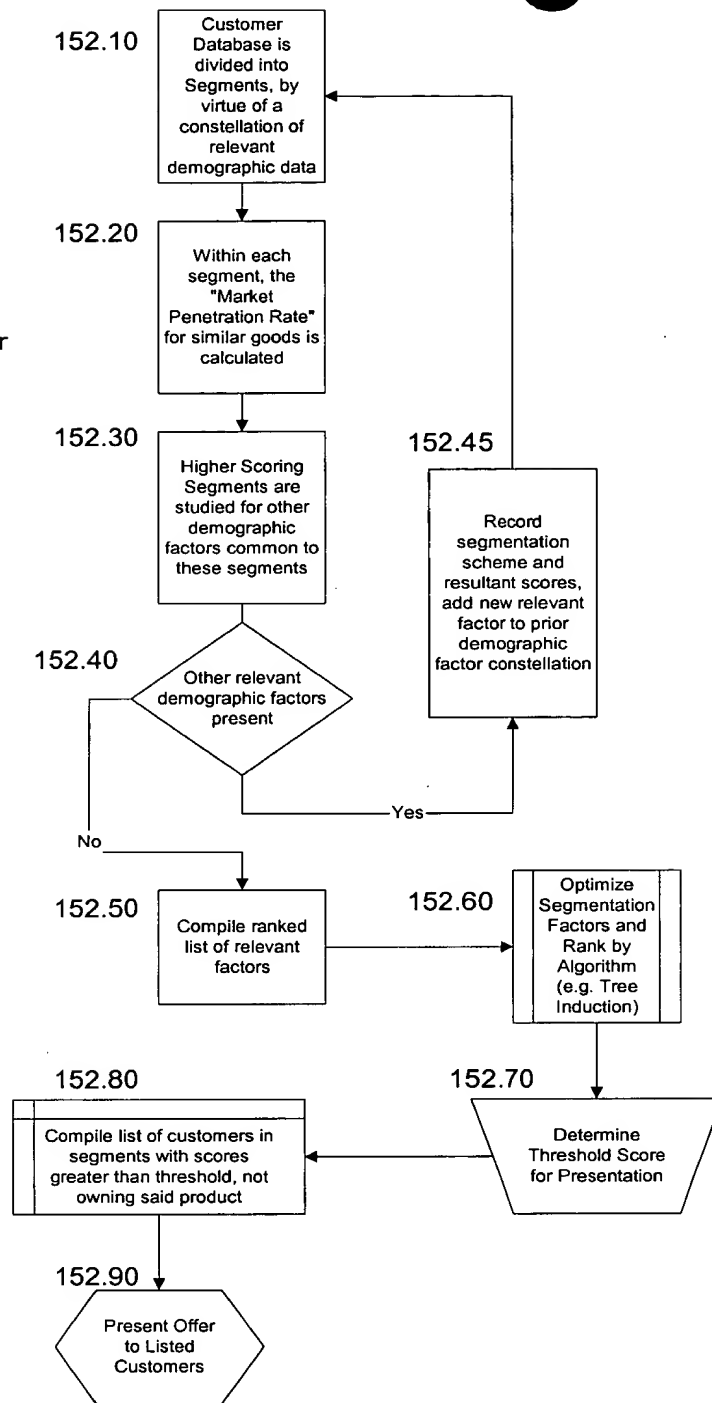


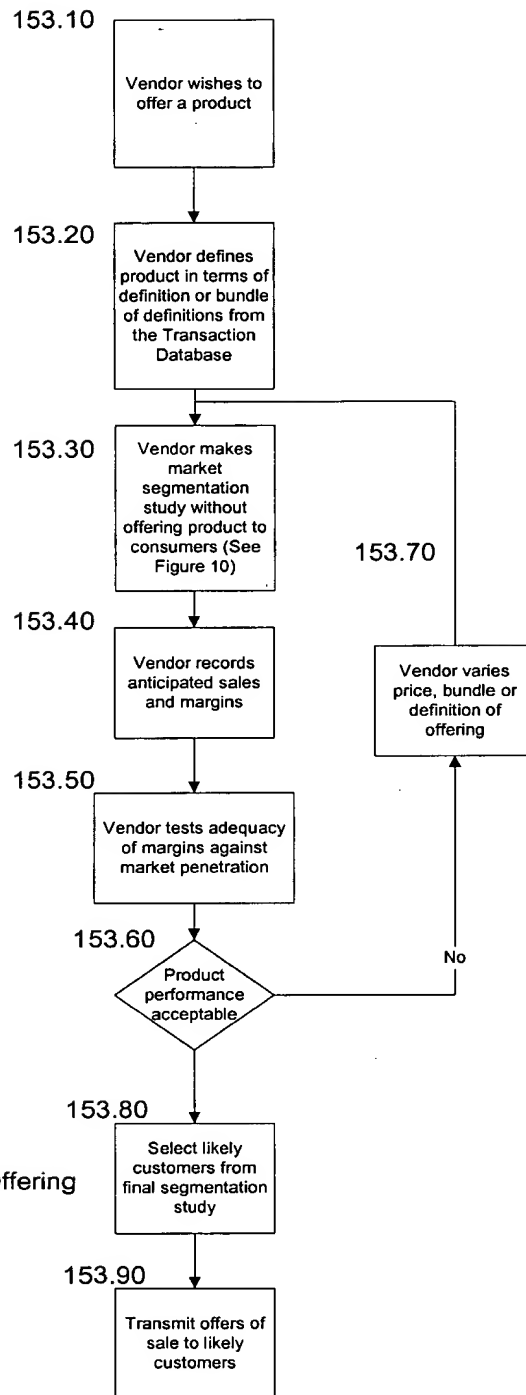
Figure 8





**Figure  
10**  
Finding Potential  
Customers for a Particular  
Product (Market  
Segmentation Study)





**Figure  
11**  
Interactive Product Offering  
Design

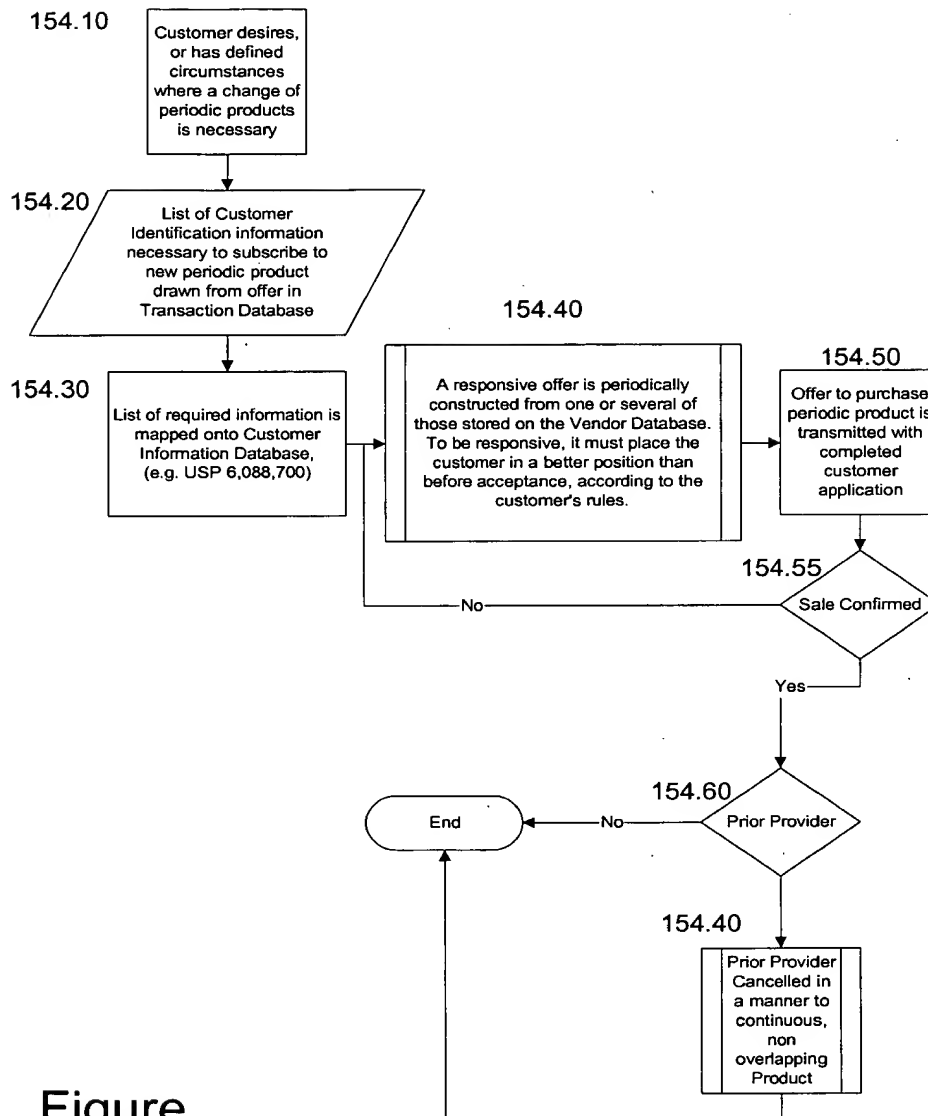


Figure  
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